



What are you doing to attract Baby Boomers to your campus?

Workforce Development Institute,
January 28-31, 2009

Presentation Overview

- I. Baby Boomers: Redefining Life After 50
- II. The Pending Crisis:
A Workforce Short on Experience
- III. The Plus 50 Initiative
- IV. What Community Colleges Are Doing
- V. Reaching Out to Plus 50 Adults

The New “Third Stage” of Life

- Thanks to advances in healthcare, the traditional “third stage” of life has also expanded.
- Most baby boomers can expect to spend three decades in retirement.



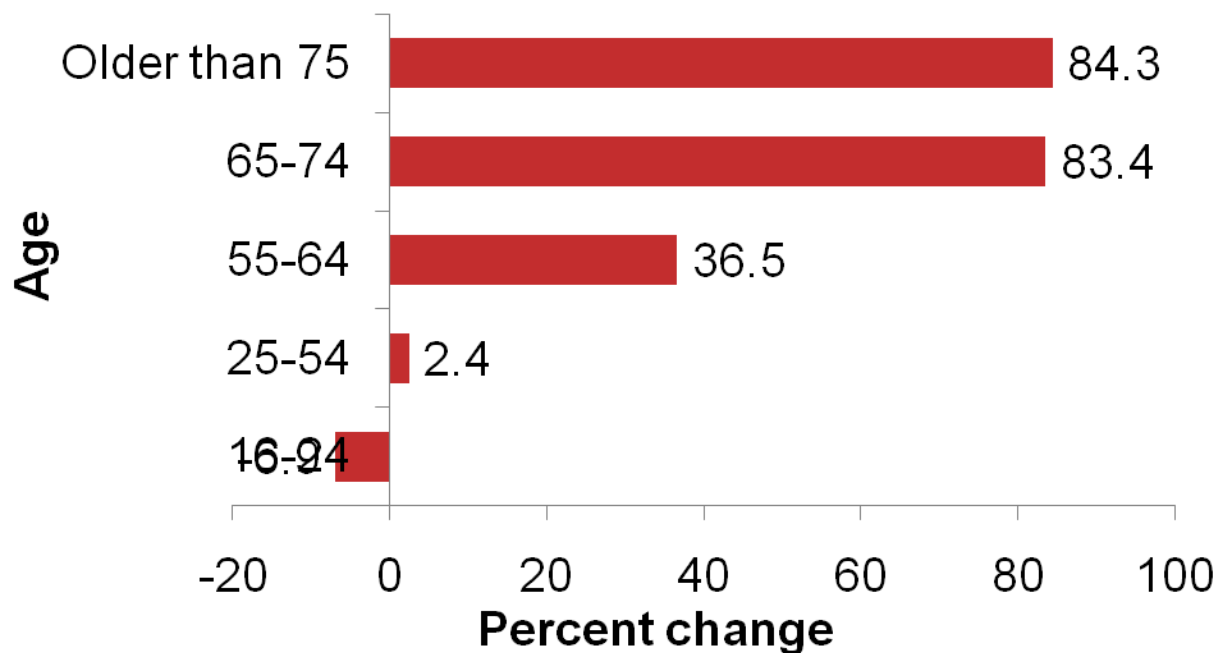
Not the Stereotypical Retirement



Plus 50 adults want to stay actively engaged in the workplace, in education and in service opportunities.

Projected Workforce Changes

Projected percentage change in labor force by age, 2006-2016



Source: U.S. Bureau of Labor Statistics

Just as in the general population, the workforce is aging. But it's also shrinking in size – with fewer younger workers available to take the place of older ones who are leaving.

The Loss of Experienced Workers: The Impact

- Shortages in skilled worker and managerial positions.
- A loss of institutional knowledge to the business or company.
- The loss of expertise and experience.
- A leadership void in the workplace.



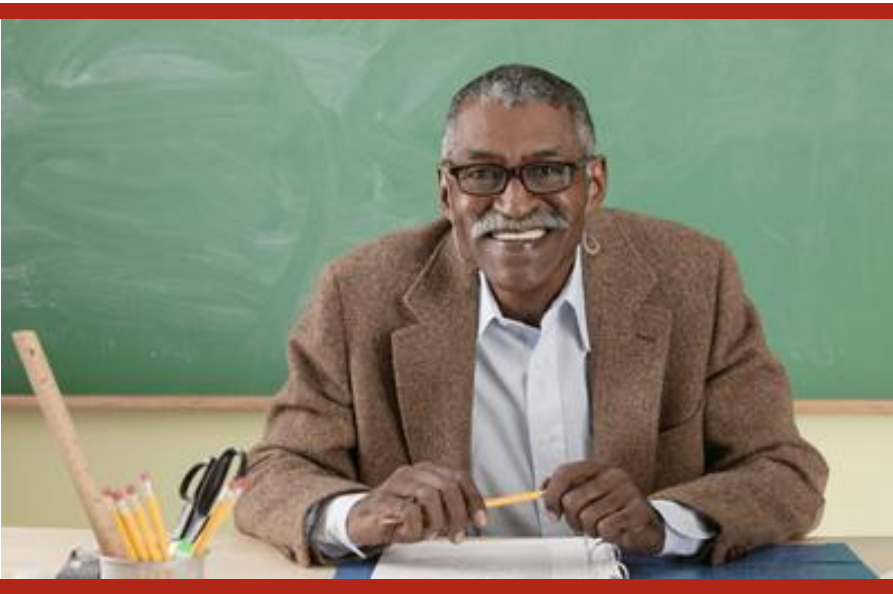
Plus 50 Adults: Staying on the Job

- 35% will work mainly for interest and enjoyment.
- 23% will work mainly for income.
- 17% want to start their own business.



Source: AARP Study

Plus 50 Adults: Work on Their Terms



Most people ages 55 to 70 continue to work, either full or part time, for money or for personal fulfillment.

For Many: Not Working Is Not an Option



Many people will stay in the workforce well into retirement age so they can maximize their Social Security benefits.

Future Job Demands:



GROWTH:

- Reasoning
- Written expression
- Decision making
- Interpersonal skills

DECLINE:

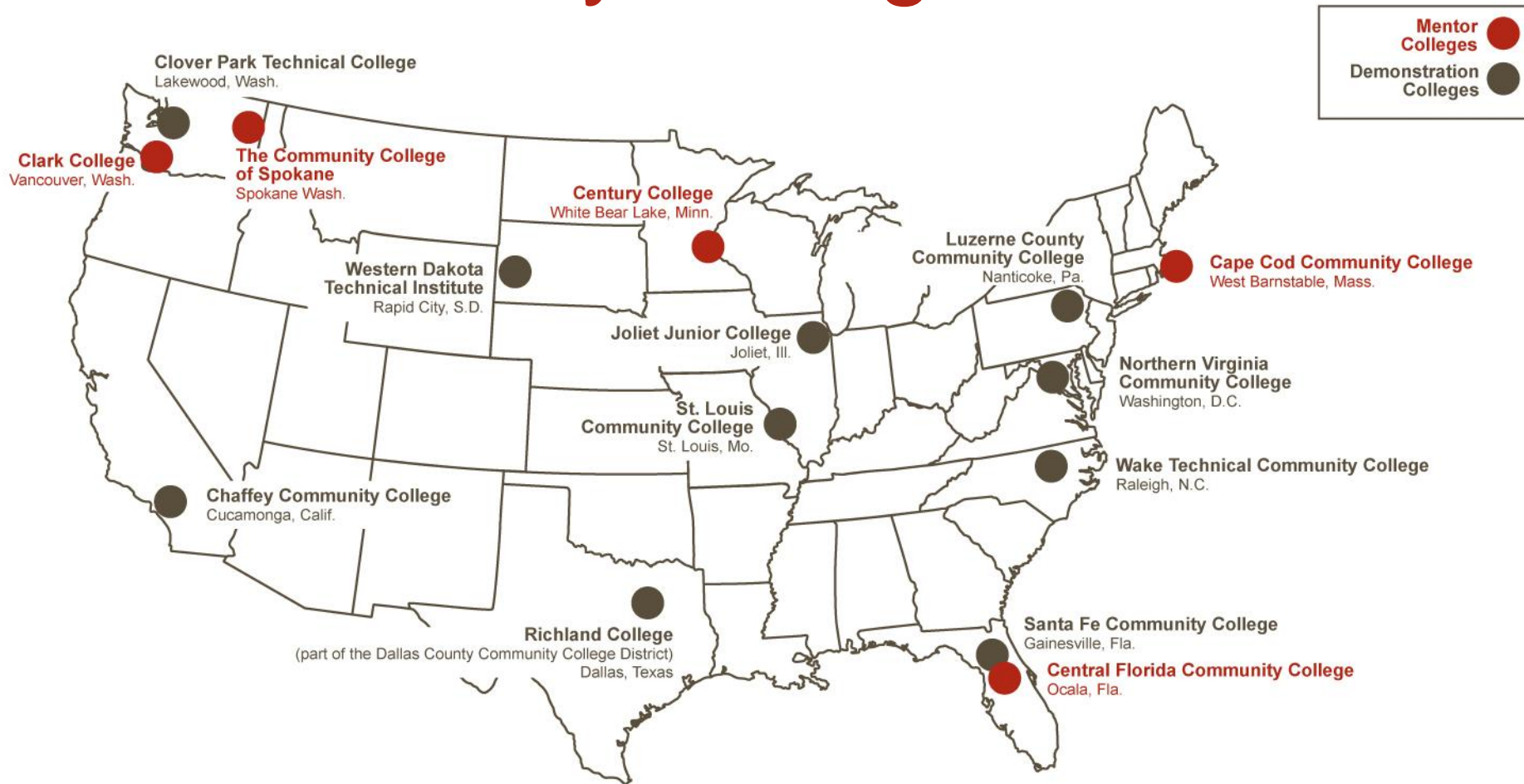
- Physical demands

What is the Plus 50 Initiative?

Innovative program reaching out to adult learners who are age 50 and up that is benchmarking standards of excellence among community colleges nationwide.

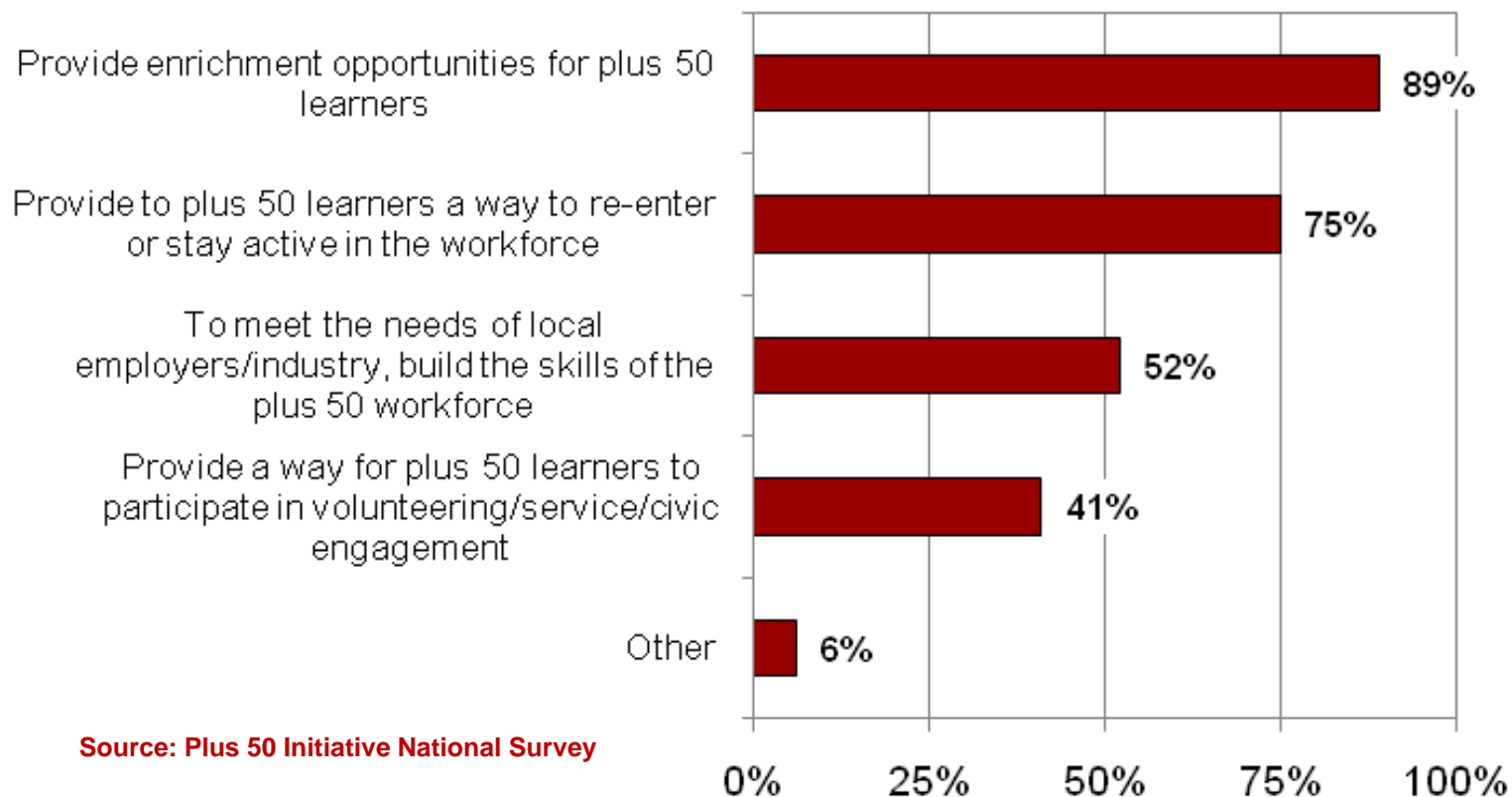


Who is participating – Community Colleges



So, How Are Community Colleges Meeting The Challenge?

Colleges' Main Goals for Serving the Plus 50 Population



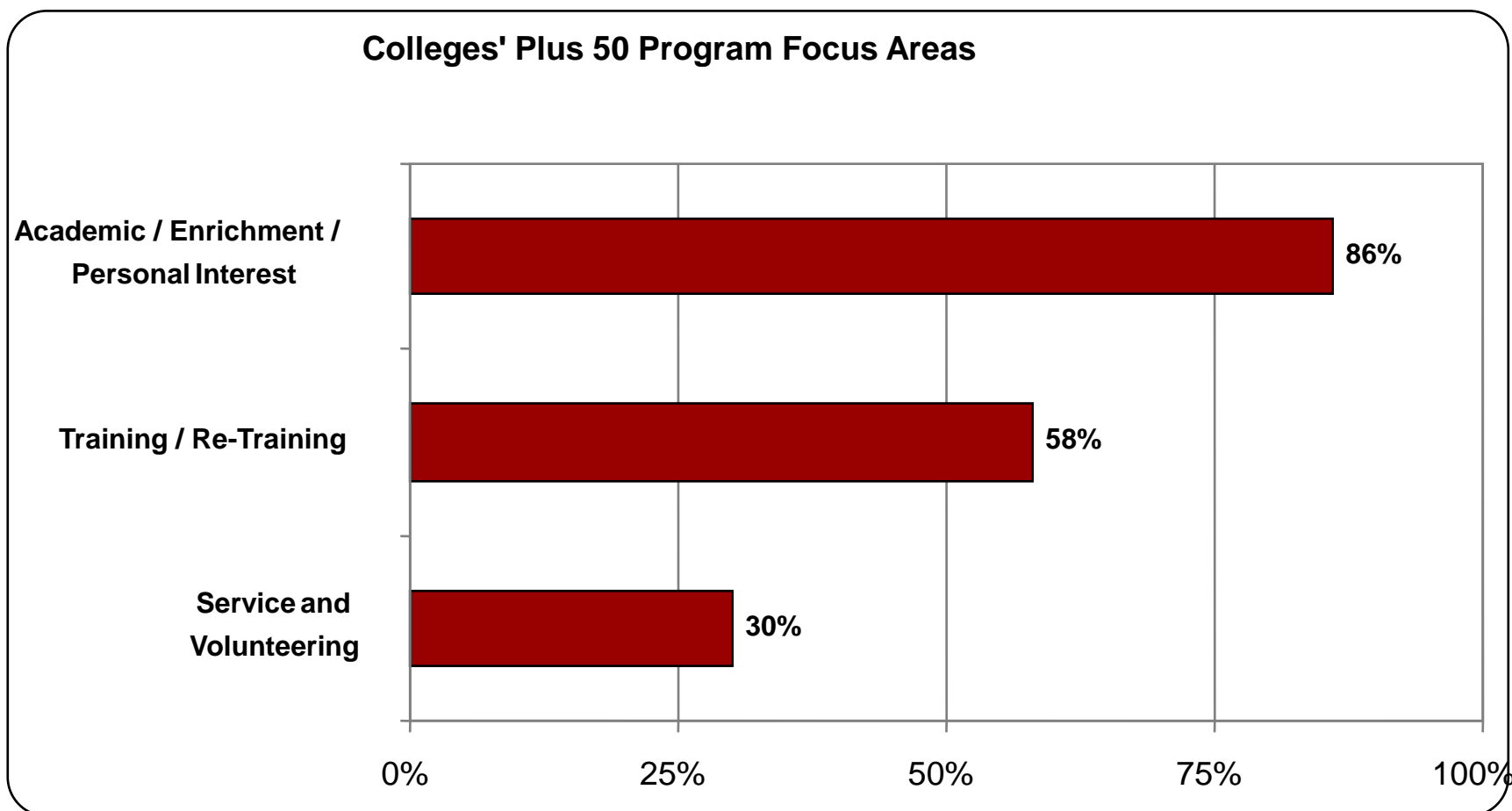
Source: Plus 50 Initiative National Survey

Plus 50 Training & Re-Training

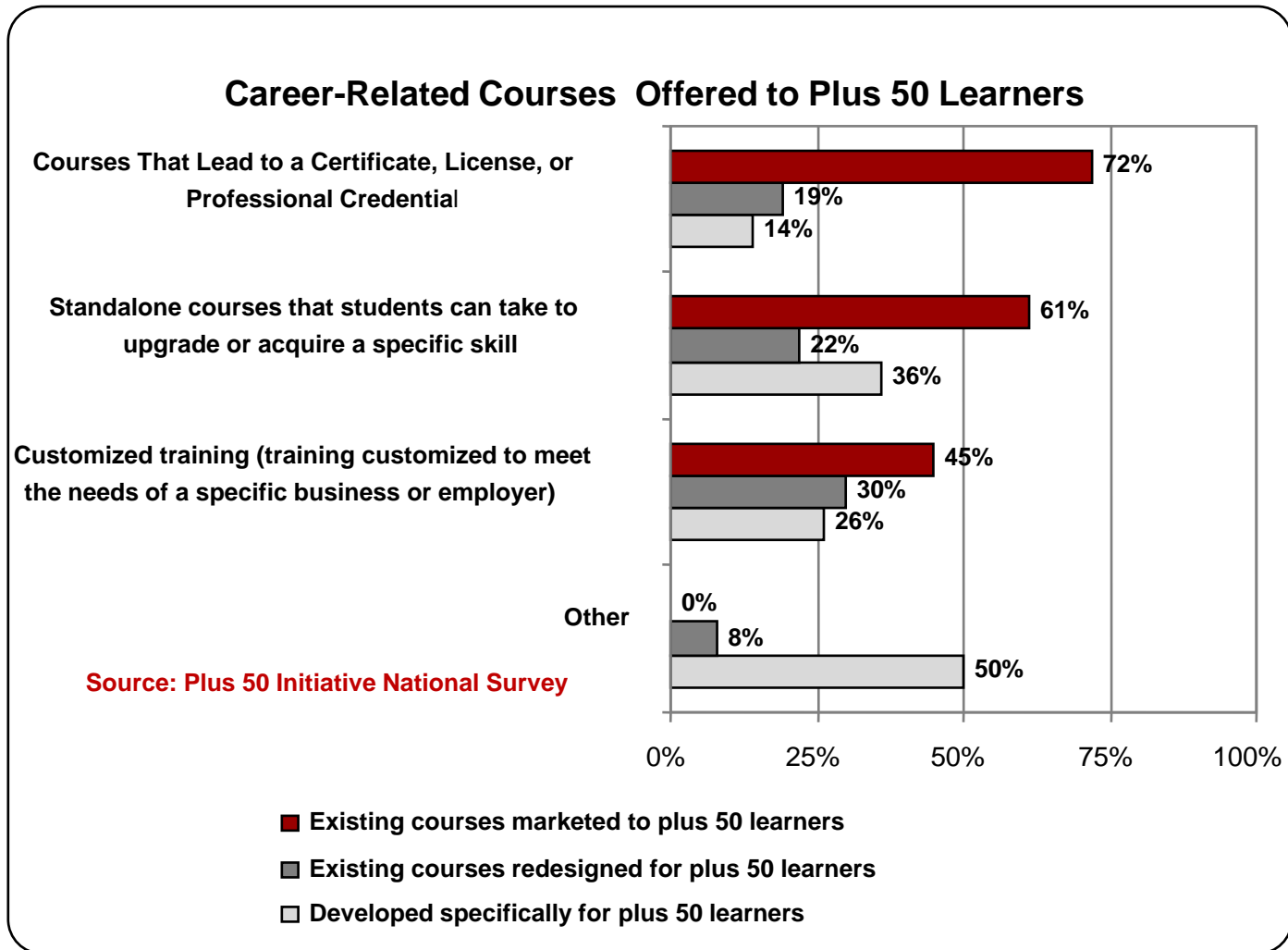
- Improve job skills
- Retool



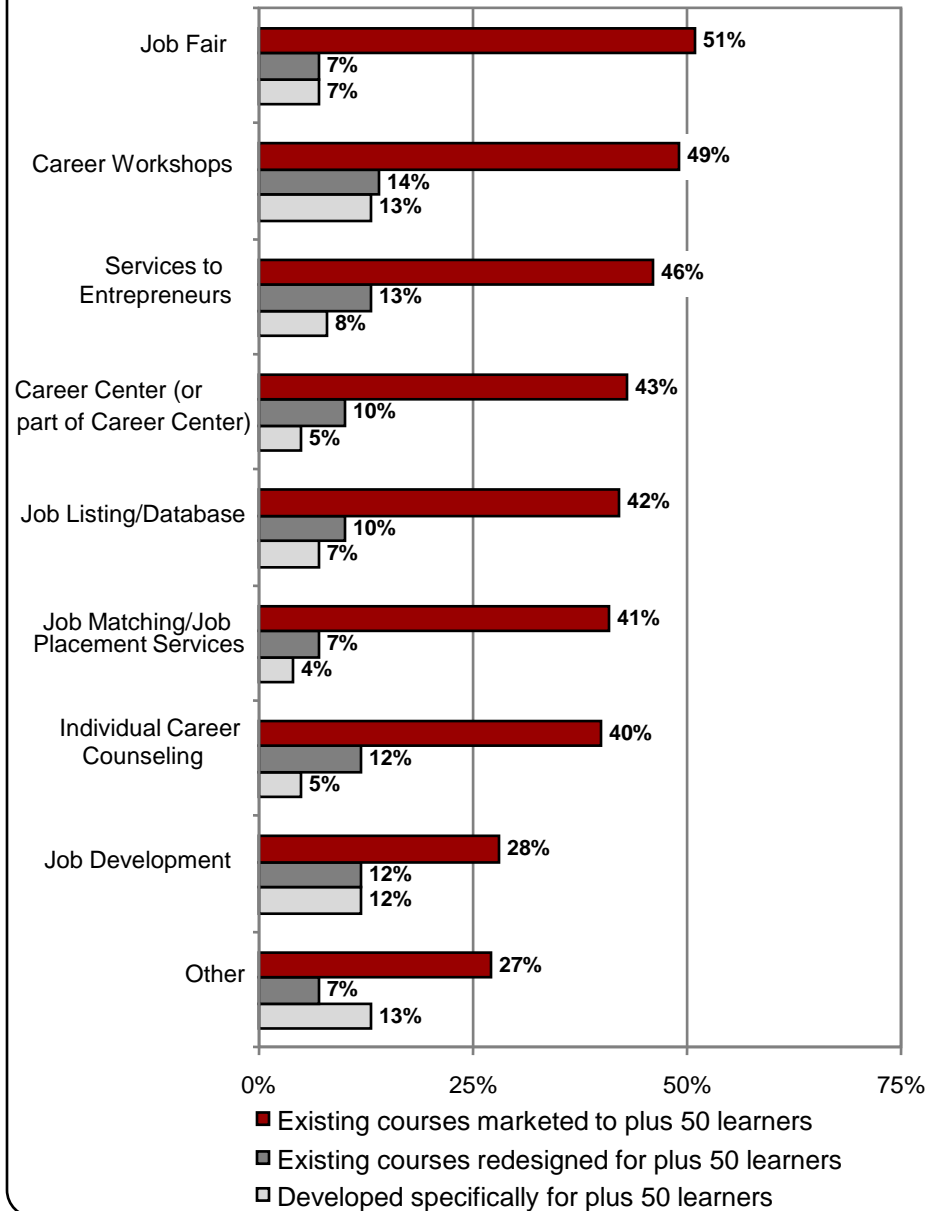
Colleges' Plus 50 Program Focus Areas



Career-Related Courses Offered to Plus 50 Learners



Career-Related Services Offered to Plus 50 Learners



Source: Plus 50 Initiative National Survey

Plus 50 Initiative Website



<http://plus50.aacc.nche.edu/>

Reaching Out to Plus 50 Adults

St. Louis Community College

Joliet Junior College

St. Louis Community College Plus 50 Programs 2009

- Re-hired, Re-wired, Re-inspired: A Workshop
- Plus 50 Entrepreneur
- Ageless Learning Seminars



St. Louis Community College Plus 50 Displaced Worker Outreach



- Monthly Adult Learner Nights
- College counselors, and financial aid advisors available to answer questions
- Plus 50 Initiative representatives



St. Louis Community College Plus 50 Displaced Worker Outreach

- Plus 50 Transitional Workshops
- Short term, non-credit skills training through Continuing Education
- Academic refreshment through Continuing Education to prepare for retraining programs



Barriers and Solutions



- Plus 50 students and college assessment requirements
- Creating short-term, modularized certificate training to serve workforce needs



Learning, Growing, and Leading *after* **50!**



Joliet Junior College • Plus 50 Workforce Center



Joliet Junior College

Workforce Development

AACC Plus 50 Center

JJC

First public community college in the country

- Seven county district
- 3-campus, 11-satellites, 1-center
- 1,442 square miles
- 12,000 students/credit
- 10,000 students/non-credit
- 6% over age 50

Goals

- Increase awareness
- Increase enrollment in high growth training
- Increase utilization
- Create single point of entry
- Replicable
- Sustainable



Plus 50 Workforce Center

Mission

To promote the continued vitality of the mature workforce through the delivery of a comprehensive system of quality employment, education, and training services that support regional economic development initiatives.

The Changing Workforce

Between 1990 and 2025 the annual labor force growth rate will plummet from 11.9% a year to 0.2% a year

- Boomers will retire
- Fewer new entrants
- Increase in knowledge jobs
- Increase in workforce diversity



...changing workforce

- 50% RN's will retire by 2015
- More than 70% of the workforce must be retrained to keep jobs they have
- Average age of construction worker is mid-50's
- 31% of federal government workers are eligible to retire
- 40% manufacturing workforce expected to retire by 2015
- By 2010, nearly 30% of our nation's public school teachers will retire.

True or False

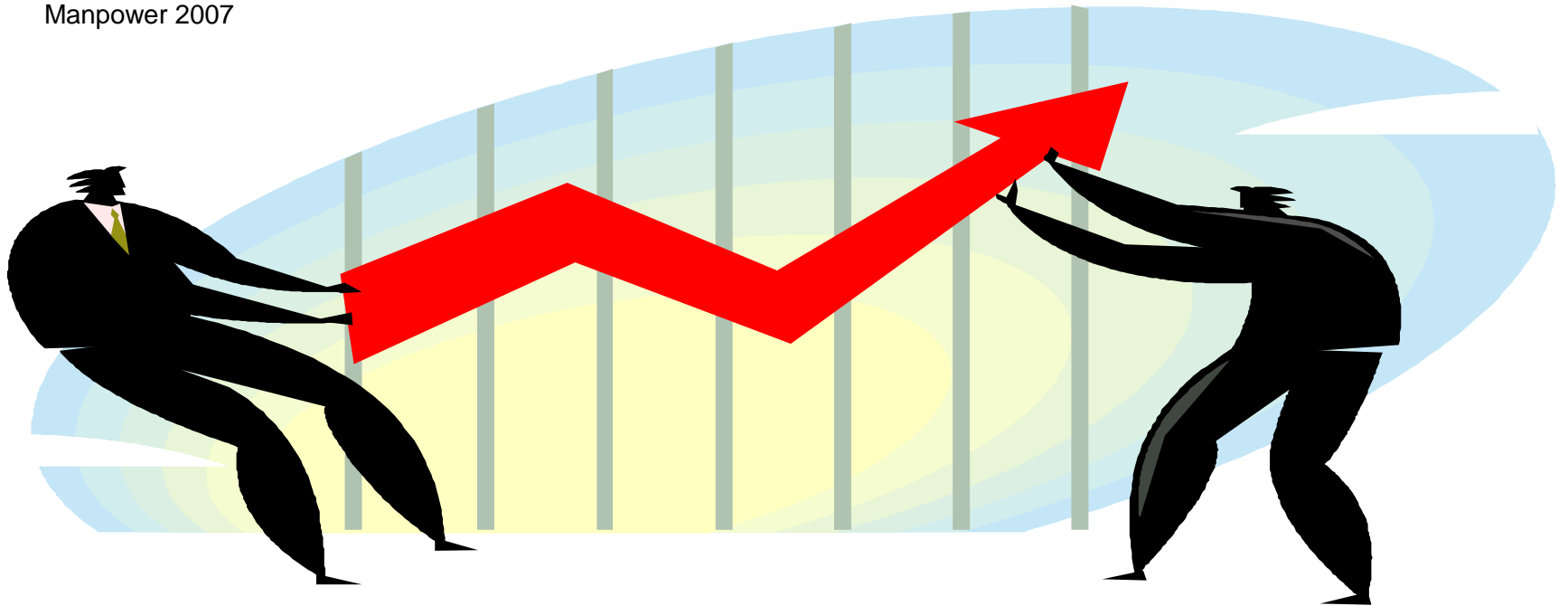
- By 2009, the median age of the U.S. worker will be 40.
- People 55 and older take fewer sick days than their younger counterparts.
- The fastest growing users of the Internet are people over 50.
- Research has found no significant relationship between age and job performance.



Employer Fact

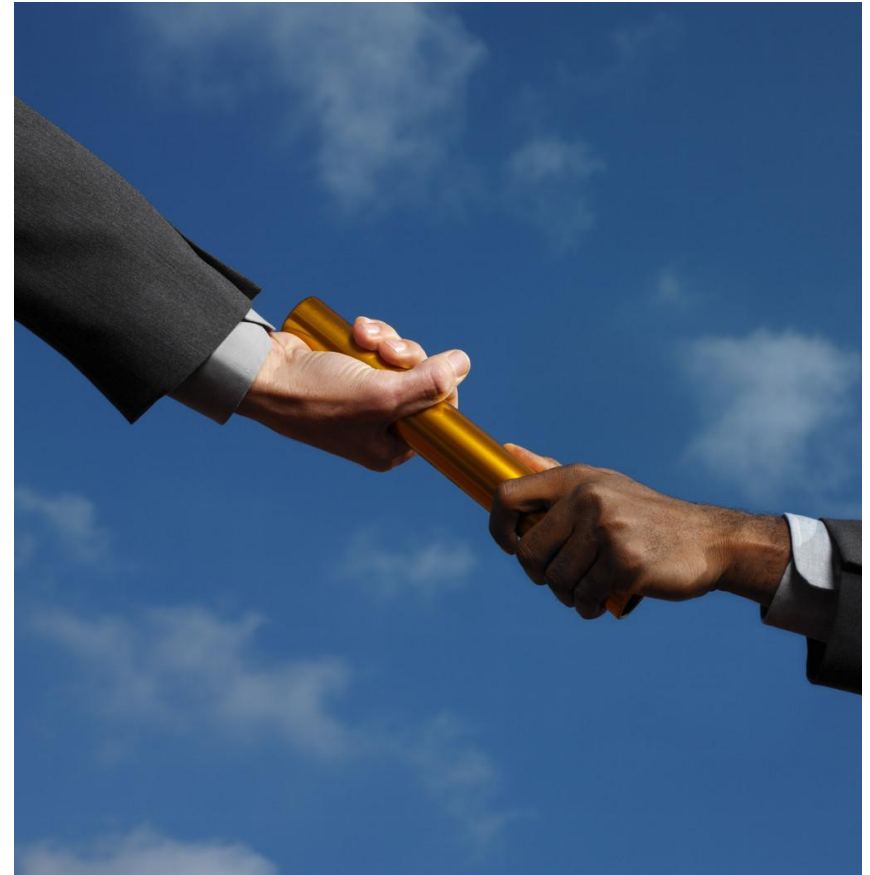
78% of U.S. employers are not worried about the impact of the aging workforce on their business.

Manpower 2007



Recruitment & Retention

- Only 18% of U.S. employers have a strategy to recruit older workers.
- 28% of U.S. employers have a strategy to retain mature workers.



Employer Concerns

- Higher salary or stature
- Healthcare costs
- Training
- Liability issues
- Pension/retirement issues
- Generational conflict with younger workers
- Cost of Accommodations



Boomers Add Value

Mature worker traits such as experience, loyalty, attention to task, perseverance, work habits and emotional maturity offer employers renewed value in today's economy.



World Wide Concerns



“The loss of a skilled and experienced labor force, particularly in those sectors with a high proportion of older employees, might cause a decline in economic growth. In view of Europe’s diminishing younger population, companies will have to increasingly rely on older workers or otherwise run the risk of losing business opportunities due to labor shortages.”

European Foundation for the Improvement of Living and Working Conditions, “Age and employment in the new Member states,” 2006

Outreach & Awareness Initiatives

- Chamber of Commerce
- Radio
- Press Releases
- Job Fair “Plus 50 Friendly”
- Job Search Expo
- Connections – Alumni Publication
- Community Catalog – Professional Development
- Course Catalog
- Website
- Brochure
- Senior Expo
- Latino Music Fest
- Community Parades
- Community Based Organizations
- Workforce Partnerships
- Staff Development
- Departmental Meetings
- Student Services/Success

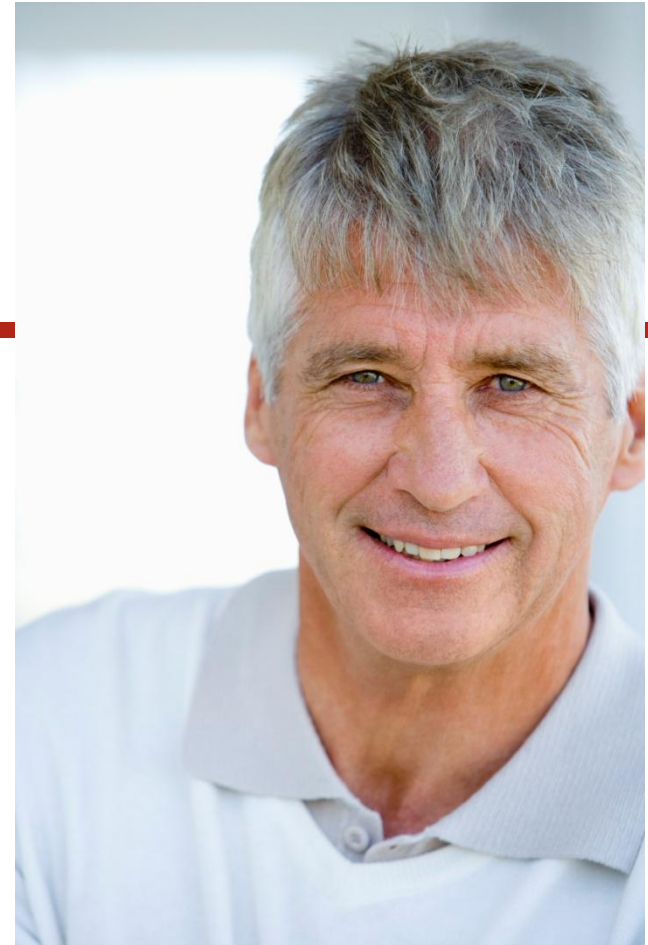
Plus 50 Workforce Center Services

- Academic Advising/Registration
- Career Assessment
- College Credit for Life Experience
- Entrepreneurial Counseling
- Mentor Program
- Refresh and Review
- Resource Room
- Tuition Voucher
- Volunteer Program
- Workshops



retired*inspired*

Joliet Junior College realizes that learning is life-long and many people want to attend classes or programs in order to begin a new career or obtain a degree.

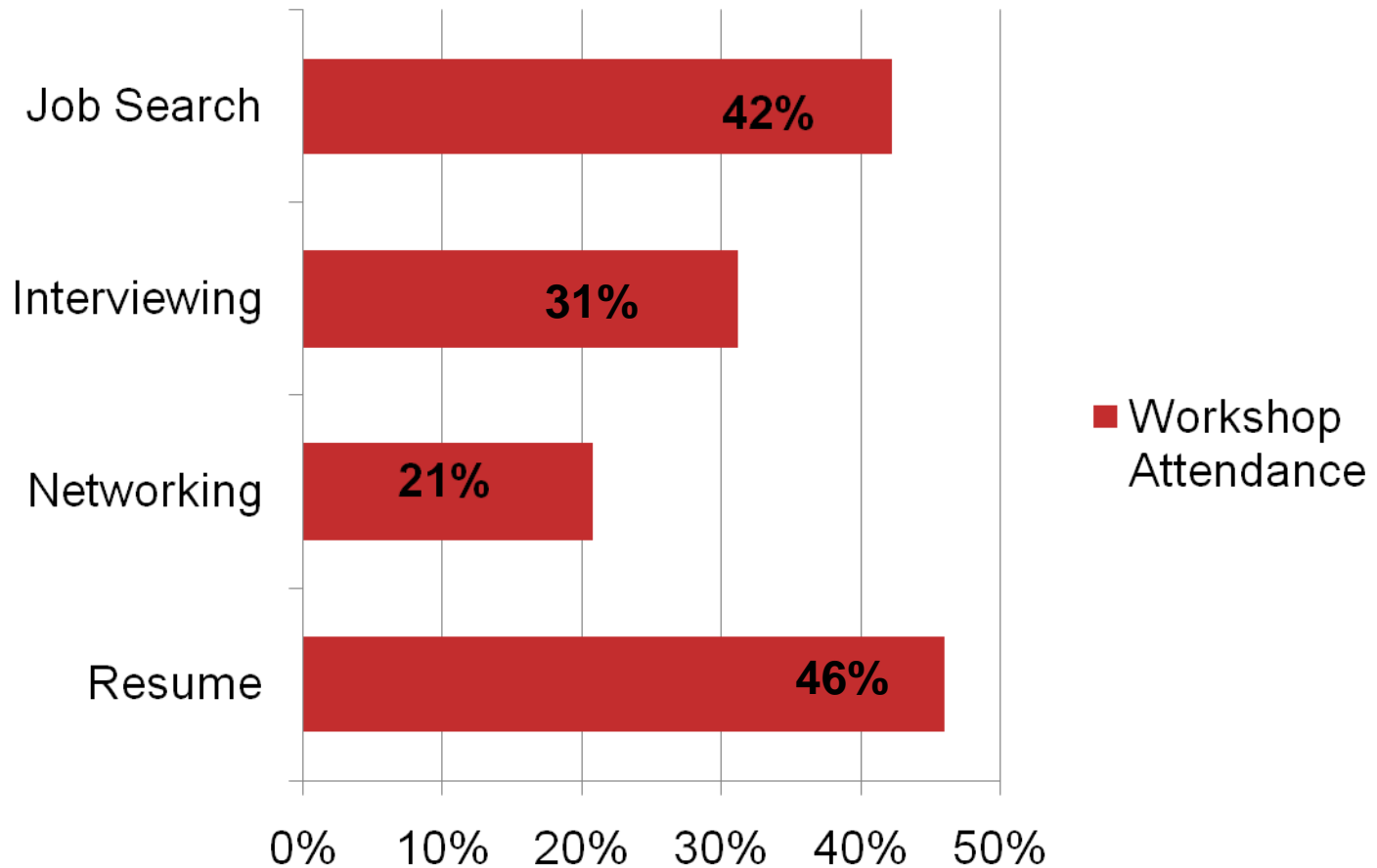


retiredhired

- Resume Writing Workshop
- Interviewing Skills Workshop
- Internet Job Search Workshop
- Networking 101 Workshop
- Career Research Workshop
- Job Fair
- Job Search Expo



Workshop Attendance



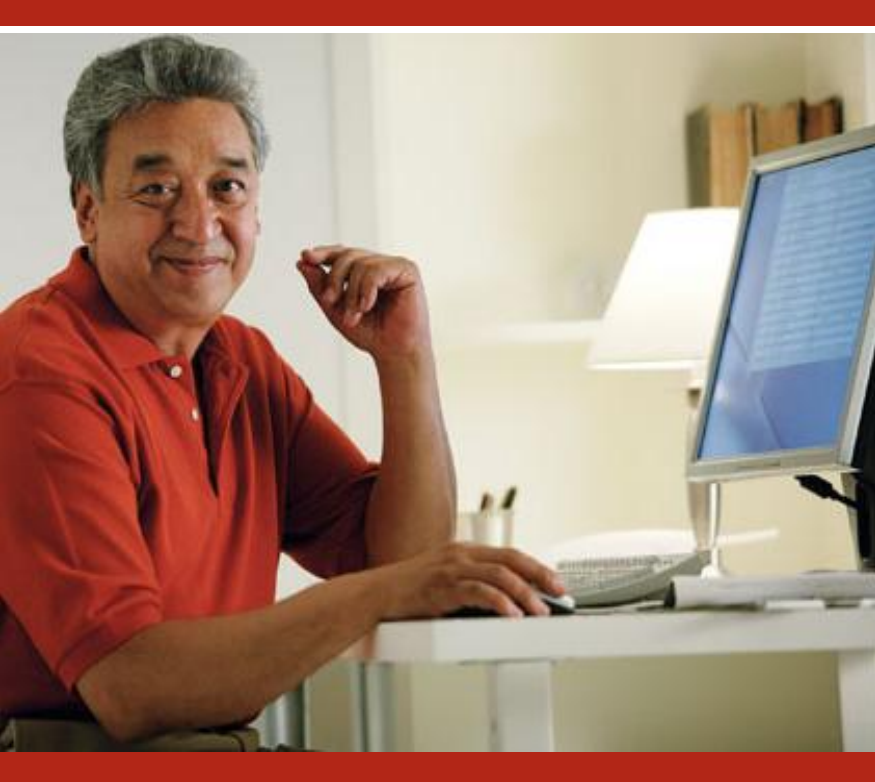
retired-wired

CIS 110 Microsoft Office
1 credit hour

This course covers the basic concepts of Microsoft Office which includes: Word, Excel, PowerPoint, and Access, beginning level.



Plus 50 Seminars



- Retirement Planning Today
- Now What Was I Saying?
- Volunteering

Our Contact Information:

Heather Ellison
Program Planner-Continuing Education
St. Louis Community College-Meramec
email: hellison@stlcc.edu

Sandra Mol
Director of Workforce Development
Joliet Junior College
email: smol@jjc.edu

Mary Sue Vickers
Director, Plus 50 Initiative
American Association of Community Colleges
email: mvickers@aacc.nche.edu